

Terms of Reference (TOR)
Survey on Screen Usage Habits of children aged 0-6 in HCMC

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| Location | Ho Chi Minh City, Vietnam |
| Organization | Planète Enfants et Développement (PE&D) |
| Application Deadline | February 10th, 2025 |
| Type of Contract | Service contract |
| Budget | 125,000,000 VNĐ maximum. The survey to be carried out in Semester 1/ 2025. |
| Required expertise and experiences | At least 5 years of research experience. Master's degree or higher in relevant fields. Excellent communication skills in Vietnamese and English. |
| Duration | Consultancy work will begin as soon as the contract is signed and should run until 05/31/2025 at the latest. |
| Contact person | Nguyen Quynh Huong - Project Officer (quynh.huong.nguyen@planete-eed.org) |

Organization and project background

Planète Enfants et Développement (PE&D), founded in 1984, is a French NGO implementing projects centered on the child, the family, and the community, by paying special attention to women and girls. In its different countries of intervention (Cambodia, Laos, Vietnam, Nepal, India, Togo and Burkina Faso), PE&D is, today, recognized for its experience in social work, protection against violence, vocational training, early childhood education and maternal and infant health. Through its projects, PE&D strengthens the capacities of disadvantaged populations to improve their living conditions by themselves. PE&D therefore develops experience-based learning and transfers skills to local partners. Present in Vietnam since 1993, PE&D has been implementing education projects with ethnic minorities in the North for more than 15 years and then moved to the South to work on urban poverty issues. The Early Childhood Development (ECD) project in Vietnam is implemented in partnership with the Ho Chi Minh City Association for the Protection of Children's Rights (HACRP). The project aims to improve educational and caregiving conditions for 0 to 6 years old children, emphasizing teacher and caregiver training, the development of educational materials, creating learning environments in family childcare groups, and supporting parents with knowledge about child education and care, to help children develop holistically in their early years.

The rise of screen devices in modern society has raised concerns about their impact on child development, particularly for children aged 0 to 6 years. Exposure to digital media in family life is increasing, as are concerns about how screen time affects children and families. For children younger than 6 years old, the use of screen media may negatively affect their development, such as mental¹ and physical² health. At the same time, little is known about the broader sociocultural environment within which technology adoption by families with pre-schoolers takes place, especially in the Global South³. The impact of screen-based devices on children's health and development cannot be properly understood without valid and reliable measurement of screen time within the evolving digital landscape, as well as a full understanding of the parents' habits in a society where mothers seem to consider technology as learning tools for example⁴.

For that reason, PE&D is currently seeking a research team or individual consultant to conduct a survey to understand the knowledge and practices of parents to their young children about screens in Ho Chi Minh City. This survey will focus on low-income families in the city, aiming to understand and assess the screen usage habits of children under 6 years old and their families, as well as the parents' knowledge regarding the impact of screen use on child development.

Thanks to the contribution of the French Development Agency (AFD), PE&D and HACRP are looking for a consultant to carry out this survey in Ho Chi Minh City. The total estimated cost of 125,000,000 VNĐ, to be carried out in the first semester of 2025.

Objectives

1. To investigate the screen time patterns and common programs that children aged 0-6 regularly use in Ho Chi Minh City,
2. To assess parents' knowledge and awareness of the potential impacts of screen usage on child development,
3. To identify correlations between screen time, parental knowledge, and childcare parenting skills,
4. To provide recommendations based on the findings to support parents and caregivers in optimizing child development.

Scope of Work

The contractor recruited for this survey will have to propose a data collection protocol that can integrate quantitative and qualitative methods and will take into account the gender issue. The contractor will provide contextual information on the knowledge, attitudes and practices (KAP) of parents and 0-6 children screen time in low-income areas. Households to be interviewed will be

¹ *The urban-rural difference in child mental health in Vietnam: the continuing impacts of the covid-19 pandemic in health*, Dinh Dao Nguyen, Long Khanh-Dao Le, PhD, Thi Phuc Duyen Tran (march 2024)

² *Prevalence of physical activity, screen time, and sleep, and associations with adiposity and motor development among pre-school age children in Vietnam: the SUNRISE Vietnam pilot study*, Thanh V Kim, Tin N D Pham, Chi L D Nguyen, Thanh T D Nguyen, Anthony D Okely, Hong K Tang (feb 2022)

³ *Vietnamese pre-schoolers' tablet use and early childhood learning: an ecological investigation*, Becky Pham, Sun Sun Lim (2019)

⁴ *Vietnamese pre-schoolers' tablet use and early childhood learning: an ecological investigation*, Becky Pham, Sun Sun Lim (2019)

selected at random using probabilistic techniques. The contractor will need to explain in the technical proposal how he can access the list of households with which stakeholders.

The contractor will be responsible for all aspects of the survey, including sampling design, questionnaire development, survey implementation, fieldwork, data entry, cleaning, processing and analysis, as well as data protection and reporting.

Initial activities: review of relevant documents relating to the survey field, preparation of a set of methodological tools, a work plan and an implementation schedule, piloting activities for the validation of research instruments, accompanied by the report on results, adjustment of final instruments, training of interviewers and supervisors (if applicable), preparation of the data collection and processing plan, including dates, teams and information quality control mechanisms, analysis and reporting.

Survey development: The design of questionnaires by the contractor should pay particular attention to the following: children's age, gender, type of screen devices used (TV, smartphone, tablet, etc.), daily screen time duration and frequency, content consumed (educational, entertainment, etc.), Parents' perception of their child's screen time (e.g., behavior of their child), parents' knowledge about the impact of screen usage on child development, parents' childcare practices (e.g., play, reading, communication, discipline), parents' education level, occupation, and family structure, parents' expectations on childcare parenting education.

Expected results and deliverables

The contractor is expected to provide the following deliverables in English:

- Approved methodology, including sample selection, survey plan, interviewer training plan and work plan,
- Pilot survey tools and summary report of results and changes resulting from the pilot survey,
- Tools, instruments, data analysis plan, consent and approval forms and protocols used during the survey,
- Data collection plan: dates, teams, supervision, etc.,
- Electronic and physical files with all raw data,
- An electronic copy of the final report proposal.

Required Expertise and Qualifications

The selection of the consultant will be based on an evaluation of the proposals submitted. The work will be entrusted to a main coordinator who meets the following criteria:

- Holds at least a master's degree (or higher) in relevant fields such as social sciences, child development studies, statistics, demographics, psychology, education sciences, or other related disciplines.
- Possesses a minimum of 5 years of research experience and demonstrates a solid understanding of socio-economic research ethics.
- Has proven expertise in designing survey tools, processing statistical data, and organizing regional-scale household surveys.

- Demonstrates experience and established contacts for accessing lists of households in Ho Chi Minh City (HCMC).
- Exhibits excellent communication skills in both Vietnamese and English, with the ability to produce high-quality study reports in English.
- Brings prior experience in socio-economic studies related to child development and, ideally, knowledge of the effects of screen usage.

The research team, or the individual consultant, must engage all experts deemed necessary to ensure the successful execution of the survey. These experts or contributors should be clearly identified in the technical proposal.

Submission of the consultation proposal

The technical proposal must include:

- A presentation of the consultancy team or individual consultant (CV),
- The overall methodological design of the research, including the training of interviewers and the management of data collection,
- Sampling plan and framework,
- Data backup and security plan,
- Data analysis proposal and plan,
- Work plan and schedule.

The financial proposal includes applicable taxes (to be paid by the consultant), consulting fees and all costs inherent to the consultancy work.

Evaluation criteria

The bid will be evaluated based on the quality and cost of the proposal, taking into account the following criteria:

- General experience (30%)
- Proposed methodology and work plan (30%)
- Budget proposal (40%)

Timeline

Consultancy work will begin as soon as the contract is signed and should run until 05/31/2025 at the latest.

Payment

The contract amount and the amounts used to finance the survey project activities will be transferred to the contractor's bank account in the following steps:

| Stage | Deliverables |
|-----------------------------|---------------------|
| When the contract is signed | Contract signed |



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| Approval of key preparatory documents | Approved methodology, including sampling design, piloting and training plans, work plan, pilot survey tools, overall survey schedule and questionnaire proposals. |
| On receipt of final deliverables | Report on data set received |
| On approval of final deliverables | Final report, including purified data approved |

Consultation proposal submission

The technical and financial proposals must be submitted in English no later than February 10, 2025, via email to: quynh.huong.nguyen@planete-eed.org.